



A quick guide to...

Effective HTML Messages



In this guide...

Learn easy and effective ways to engage your subscribers, increase your click-through ratio (CTR), and get better results from your email marketing.

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HTML Email Power Tips

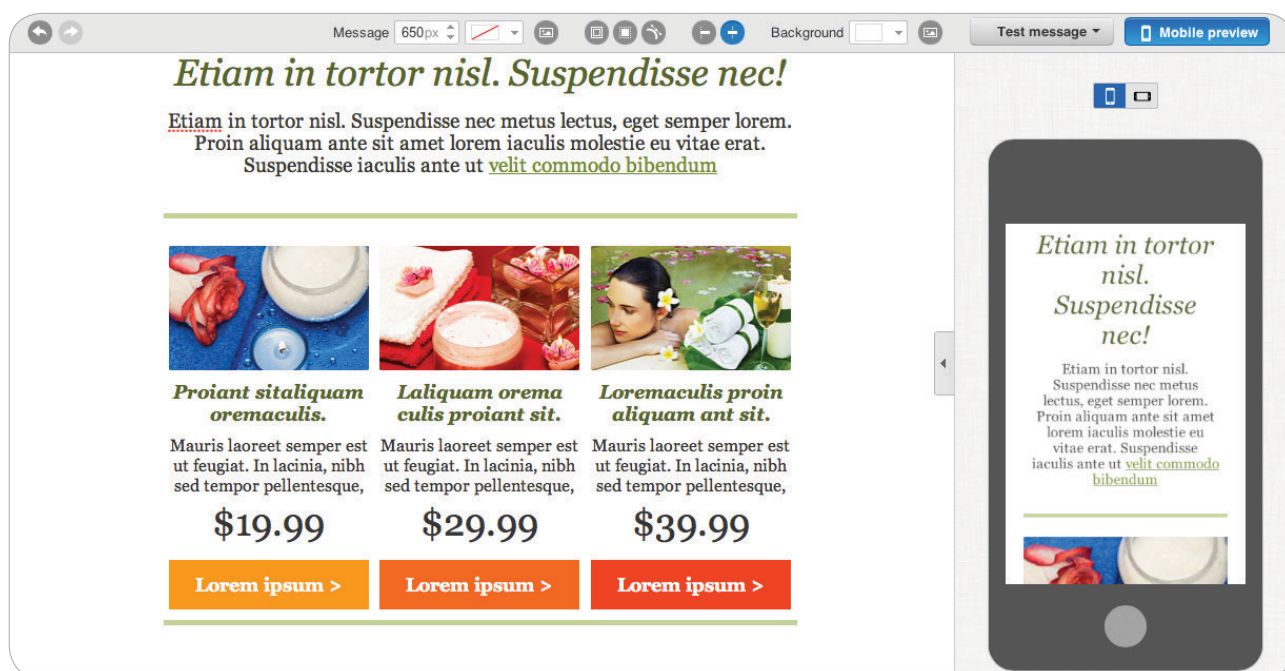
This guide outlines easy, effective ways to engage your subscribers, increase your CTR, and get better results from your email marketing. It's all about using the design capabilities of HTML, without writing a single line of HTML code.

Even with no programming knowledge, you can insert photographs, graphics and text, formatting every element to suit your purpose. From headers, preheaders, sections and indentations to background, font colors, highlighting and bulleted lists, GetResponse gives you full control.

New Email Creator, launched from the **Create Message** section, gives you unlimited design and editing capabilities to bring your visions to life. And to jump-start your HTML newsletter campaign, GetResponse includes more than 300 gorgeous **HTML templates**, ready for you to customize — no additional software needed. Make any template one-off or create a unique design from scratch, even if you know nothing about HTML.

You can add photos and edit them inside your email, save snippets and reuse content snippets in other newsletters, view the design history and easily undo any changes — all with a click. Everything is so easy thanks to our **drag-and-drop** interface.


Then save your changes and return to your design later. Or save your design as a fully editable template and re-use it again and again.

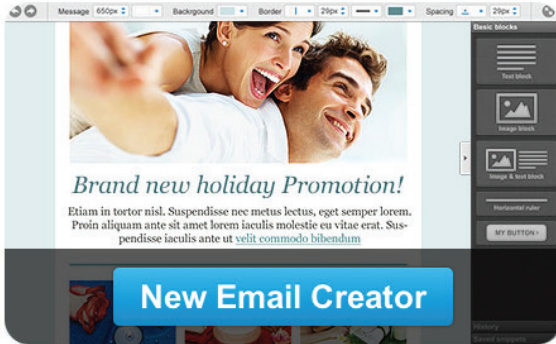


If you're a power user and feel confident with HTML code, use the [HTML Source Editor](#), also available in the [Create Message](#) section.

Your current campaign: sunholidayusa

Create Newsletter





New Email Creator

Discover the pure joy of creating beautiful email messages with the new Email Creator.

Take me to [the previous version of the editor](#)

```

<table width="100%" bgcolor="#FFF" cellpadding="10" cellspacing="0">
<tbody>
<tr>
<td align="center" valign="top" style="padding-right: 0px;">
<table align="center" border="0" cellpadding="10" cellspacing="0" style="width: 700px;">
<tbody>
<tr>
<td align="center" valign="top" style="padding-right: 0px;">

```

HTML Source Editor

If you're an advanced user and know your way around HTML, choose the HTML Source Editor.

We recommend you follow four basic rules of design that help your emails display properly and make it easier for your subscribers to find what they need.

Be readable – get the structure right

The best way to establish the structure of an HTML message is with the tags used to create tables, such as `<table>`, `<tr>` and `<td>` and with **attributes**, such as **border**, **cellpadding**, **cellspacing**, **valign**, **align**.

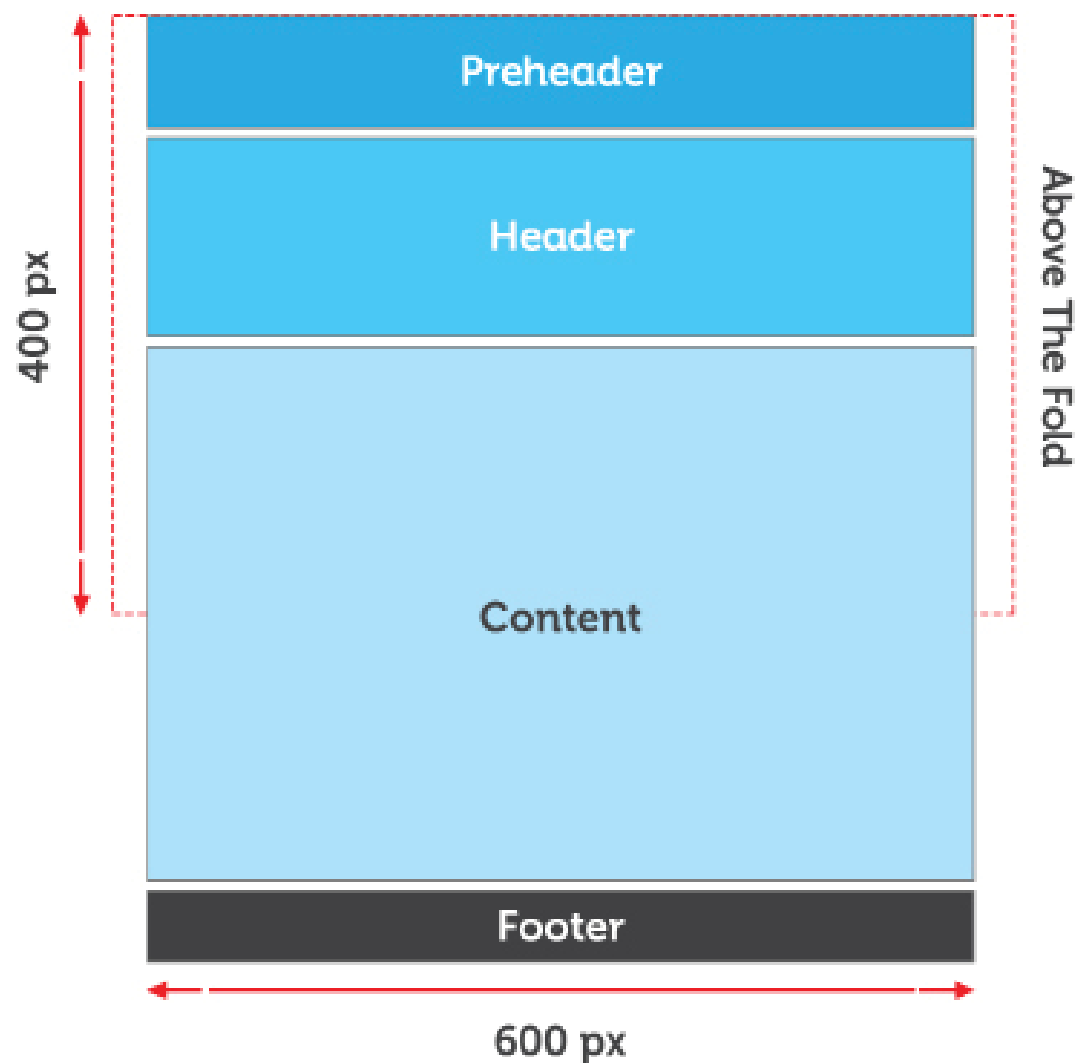
This is a safe and proven method for avoiding many of the code-rendering errors that plague email platforms. The golden rule of HTML design is this: the simpler the HTML code, the better the chance of correct design-rendering inside email clients.

When designing an email message in HTML, divide it into four basic parts:

- **Preheader** with snippet text that communicates a concise call to action. It also should contain a link for online message viewing, a set of social sharing buttons, and a request for recipients to whitelist your email address. Optionally, add an extra unsubscribe link and a “forward-to-a-friend” link.
- **Header** using well designed “above-the-fold” content subscribers can see when they open the message. Typically, include following: company name, brand name, or name of person sending the offer, along with the purpose of the message and a clear, enticing call-to-action.
- **Content**, with a well-defined call-to-action. Develop a content mix customers enjoy, including text, images, graphics and links.
- **Footer** including your company’s website address, privacy policy, or additional information. To keep your list clean, GetResponse automatically includes an unsubscribe link and clearly describes how it works.

For optimal readability, make sure the width of the email does not exceed 600 pixels. Most email clients display each message in a small preview window, so place the most relevant information at the very top of the email, including preheader information described above.

These are the first elements your subscribers see on the screen. Remember the power of first impressions — and make these elements attractive!



Be appealing – make your content look good

People are visually oriented — what you see is what you get! To attract (and keep!) attention and increase the chance of successful communication, organize your newsletter elements visually:

- ✔ Divide the text into paragraphs, spacing them out evenly. This makes the text easier to read by introducing a certain . . . rhythm. You'd be surprised how much this helps get your message across.
- ✔ Style the color and shape of the fonts, create bullet lists, and modify indentations and white space.
- ✔ Use appropriate contrast between the color of the background and the color of the text. The lighter the text, the darker the background, and vice versa. Remember — the human eye has more trouble reading text on a computer screen than on paper.
- ✔ When inserting images, don't forget to fill in the alt, width and height attributes. Email clients often block images, but this makes your message display correctly while keeping the structure intact. Avoid using images as the background for your emails.
- ✔ The fewer images you use, the faster the message displays on the subscriber's computer. A well-balanced mix of text and images prevents your email from being classified as spam.
- ✔ Remember – inserting images in your newsletters with your GetResponse Multimedia Studio dramatically decreases the risk of your message being re-directed to junk mail folders.

Be professional – test and preview before you send

No email should be sent without thorough testing. After all, you don't want software to get in the way of effective communication with your customers. Most readers use a popular desktop application, such as Microsoft Outlook, Mozilla Thunderbird, or manage their emails in web-based applications such as Gmail, Yahoo Mail or Hotmail. Each has its own way of rendering incoming email code, often leading to unexpected results. Fortunately, there are ways to avoid rendering failures:

- ✔ Inside Email Creator, click [Inbox Preview](#), the easiest and fastest way to find out how your email looks in a variety of browsers and email programs. It only takes a single click, and screenshots appear in just seconds, including mobile views for iPhone, iPad and Android.
- ✔ Also inside Email Creator, click [Test message](#) to see how the message looks inside the inbox.

- ✓ Check and double-check all links to make sure they lead your customers exactly where you want them to. You don't want any annoying surprises in your newsletter!
- ✓ It's always a good idea to send an email to yourself first. Put yourself in your customers' shoes to find out exactly how your email looks to them.
- ✓ GetResponse can give readers an immediate alternative if they experience message-display errors or image-rendering problems by automatically generating a special link that enables the message to be viewed online. Just type `[[view_this_message_online]]` and `[[forward]]` in the text of the hyperlink and place it in the preheader to display the special links as soon as the message loads.
- ✓ Use the optimization power of GetResponse Split Testing to improve your campaign results.

Be flexible – let your subscribers choose the format

Let's get this straight! We're not encouraging you to shy away from plain-text messages completely – simplicity can be a virtue. But if you send your HTML messages in two formats – HTML and plain text – subscribers can choose their preference. This also decreases the likelihood of your message being classified as spam and increases the chances of your email being delivered and read. For your convenience, the GetResponse system automatically converts your email message from HTML to plain text and includes both formats in each email you send. Just click the [Plain text message](#) link in the [New Email Creator](#) to view and edit the plain-text version.



Now you can see how simple it is to send professional email messages that make all the difference to your subscribers – and to your business! To begin your adventure creating customized email messages in HTML format, log on to your GetResponse account today. Feel free to use the functionalities we have prepared to make the creation of HTML messages easier.

Note: And don't forget – if you're in a hurry, you can always rely on our ready-made templates.

HTML messages improve your CTR

The battle between HTML and plain text messages continues, but is it waning? And which side is winning? It's true that HTML messages are eye-catching, with professionally designed templates and gorgeous graphics and photos. And you get better and more accurate statistics using HTML.

GetResponse analyzed over 2.1 billion emails sent from customer accounts in 2011. The results clearly show that HTML emails averaged 112% higher CTR than plain-text messages!

On the other hand, plain text emails can be opened in all email boxes and mobile devices. If you're sending a really important message or financial statement, that's a big plus!

What makes HTML messages more “clickable”?

Here are a few tips on how to make your HTML messages more . . . click-friendly, to improve engagement and increase conversions:

- ☑ Place your logo at the top of every HTML message, so recipient can verify that the email is from you. The logo should link to your website's home page for a one-click visit.
- ☑ In HTML email, use graphics and color schemes like those on your website. Consistency is essential for visual branding, and familiar graphics and layouts make it easier for recipients to navigate and understand. It's especially helpful to maintain consistency in the look and location of critical links and icons.
- ☑ Call-to-action buttons are graphical signposts that should shout Click here! These buttons need to be easy to find, with eye-catching colors and graphics, and should take the reader directly to

the product or service being promoted. This is your conversion trigger.

- ✔ Be sure that your most interesting content is at the top and preferably to the left, because that's how most recipients read emails.
- ✔ Use alternate text for all images, especially if you know some Internet Service Providers (ISP) block them. Some subscribers like to know what each image is about before deciding to click.
- ✔ Be sure to create a plain-text version to send with your HTML email, for mobile devices and for those who prefer plain text or who block images.
- ✔ Try to keep the width of your email between 600-650px, for optimal readability.
- ✔ Before you send your message, it's wise to [test](#) it and view it in [Inbox Preview](#). It doesn't take long and helps ensure that your spectacular HTML email design doesn't get demolished or flagged before it gets viewed.

By now, you should be convinced that HTML messages can improve email marketing CTR.

So don't wait another minute...grab one of the hundreds of the beautiful GetResponse HTML templates. Then try our tips and watch your CTR grow!